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Date of Deposit: August 22, 2001

Selena Whitaker-Paquet

Attorney Docket No. 97000.1001U
PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of **Malcolm R. Fowler, Robert E. Tucker and Michael A. Lukas**

Group Art Unit: Unassigned

Application No. : Unassigned
Filing Date : Herewith (August 22, 2001)
For : **MARKETING SYSTEMS AND METHODS**

INFORMATION DISCLOSURE STATEMENT

BOX PATENT APPLICATION

Assistant Commissioner for Patents
Washington D.C. 20231

Dear Sir or Madam:

The documents listed on the accompanying form PTO-1449 are cited in compliance with the provisions of 37 C.F.R §§ 1.56, 1.97 and 1.98, as amended. Applicant does not concede that the references are "prior art" under 35 U.S.C. §102 or 103, and specifically reserves the right to antedate such material, as by a showing under 37 C.F.R. § 1.131 or otherwise.

The attached PTO Form 1449 identifies 21 U.S. patents, 9 PCT patent applications, 2 foreign patents and 6 literature references. A copy of each of the cited references is enclosed herewith for the Examiner's convenience.

This Information Disclosure Statement is being filed concurrently with the patent application, and no fee or certification is therefore required.

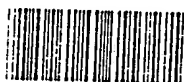
Respectfully submitted,

Susan J. Friedman

Susan J. Friedman
Registration No. 38,457

Date: August 22, 2001

SPECKMAN LAW GROUP



20601

PATENT TRADEMARK OFFICE

#2/Prior Art
T. McBeth Brown
10/19/01
J-6828 U.S. PTO
09/935884
08/22/01

Form PTO-1449	U.S. Department of Commerce Patent and Trademark Office	ATTY DOCKET NO. : 97000.1001U APPLICATION NO. : Unassigned APPLICANT : Malcolm R. Fowler, et al. FILING DATE : Herewith (August 22, 2001) GROUP : Unassigned
INFORMATION DISCLOSURE CITATION (Use several sheets if necessary)		

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
	AA	6 0 7 0 1 4 7	May 30, 2000	Harms, et al.	705	14	Jul. 2, 1996
	AB	6 0 5 5 5 7 3	Apr. 25, 2000	Gardenswartz, et al.	709	224	Jan. 7, 1999
	AC	6 0 2 6 3 7 0	Feb. 15, 2000	Jermyn	705	14	Aug. 28, 1997
	AD	6 0 1 4 6 3 5	Jan. 11, 2000	Harris, et al.	705	14	Dec. 8, 1997
	AE	6 0 0 9 4 1 2	Dec. 28, 1999	Storey	705	14	Jun. 25, 1998
	AF	5 9 7 4 3 9 9	Oct. 26, 1999	Giuliani, et al.	705	14	Aug. 29, 1997
	AG	5 9 6 0 4 1 1	Sep. 28, 1999	Hartman, et al.	705	26	Sep. 12, 1997
	AH	5 9 3 2 8 6 9	Aug. 3, 1999	Gottlich, et al.	235	493	Dec. 27, 1996
	AI	5 9 2 3 0 1 6	Jul. 13, 1999	Fredretgill, et al.	235	380	Dec. 3, 1996
	AJ	5 8 9 2 8 2 7	Apr. 6, 1999	Beach, et al.	380	24	Jun. 14, 1996
	AK	5 8 4 5 2 5 9	Dec. 1, 1998	West, et al.	705	14	Jun. 27, 1996

FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER							DATE	COUNTRY	CLASS	SUB CLASS	TRANSLATE	
		YES	NO											
	AL	0	1	5	0	3	7	0	12 Jul. 2001	WO	G06F 17	60		X
	Am	0	1	4	5	0	6	2	21 Jun. 2001	WO	G07G 1	00		X
	AN	0	1	4	0	9	8	0	7 Jun. 2001	WO	G06F 17	00		X
	AO	0	1	3	1	5	3	1	3 May 2001	WO	G06F 17	60		X
	AP	0	1	2	7	8	5	4	19 Apr. 2001	WO	G06F 17	00		X

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, etc.)

	AR	Ernex Marketing Technologies, Inc. brochure showing product
	AS	Netcentives News dated May 18, 2000 and miscellaneous pages downloaded from the Netcentives website on 5 June 2001.
	AT	The Loyalty and Frequency Marketing Quarterly Newsletter published by Frequency Marketing, Inc.; Vol. 8, Issue 2, 2000; downloaded from the website on 15 June 2001.
EXAMINER		DATE CONSIDERED

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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	AA	5	8	3	2	4	5	7	Nov. 3, 1998	O'Brien, et al.	705	14	Apr. 3, 1995
	AB	5	8	0	4	8	0	6	Sep. 8, 1998	Haddad, et al.	235	383	Apr. 1, 1996
	AC	5	7	7	4	8	7	0	Jun. 30, 1998	Storey	705	14	Dec. 14, 1995
	AD	5	7	7	4	8	6	8	Jun. 30, 1998	Cragun, et al.	705	10	Dec. 23, 1994
	AE	5	6	1	2	8	6	8	Mar. 18, 1997	Off, et al.	364	214	Feb. 9, 1995
	AF	5	1	7	3	8	5	1	Dec. 22, 1992	Off, et al.	364	401	Feb. 15, 1990
	AG	4	9	1	0	6	7	2	Mar. 20, 1990	Off, et al.	364	405	Dec. 4, 1987
	AH	4	8	1	5	7	4	1	Mar. 28, 1989	Small	273	138	Apr. 2, 1987
	AI	4	7	2	3	2	1	2	Feb. 2, 1988	Mindrum, et al.	364	401	Feb. 27, 1987
	AJ	4	6	6	9	7	3	0	Jun. 2, 1987	Small	273	138	Nov. 5, 1984
	AK												

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	AL	0	1	1	8	7	3	2	15 Mar. 2001	WO	G06F 17	60		X
	Am	0	1	0	2	9	9	1	11 Jan. 2001	WO	G06F 17	00		X
	AN	0	0	4	1	1	1	5	13 Jul. 2000	WO	G06F 17	60		X
	AO	0	0	4	1	1	4	5	13 Jul. 2000	WO	G 07G 1	14		X
	AP	0	7	1	2	9	2	5	21 Jan. 1997	AU	G06F 17	60		X

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, etc.)

	AR	"Teeing Off at BC's Finest Golf Course is Rewarding," Ernex Marketing Technologies, Inc. News Release Dated April, 3, 2000,											
	AS	Ulrich, Kent "Security is in the cards," <i>Canadian Retailer</i> , Vol. 10, Issue 2, March/April 2000.											
	AT	Hu, Sheldon "Leverage technology to achieve your goals," <i>Marketing News</i> , Vol. 34, p. 19, February 14, 2000											
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	AL	0 9 7 8 8 0 8	9 Feb. 2000	EP	G07F 7	08	X	
	Am							
	AN							
	AO							
	AP							

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	AR	
	AS	
	AT	
EXAMINER		DATE CONSIDERED

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